

Message Text

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TAGS: ETRD, JM

SUBJECT: JAMAICA NATIONAL EXPORT CORPORATION (JNEC) REACTS
FAVORABLY TO USGSP

REF: A) KINGSTON 4853 B) STATE 287005

1. REGINALD WEBB-HARRIS, EXECUTIVE DIRECTOR OF JNEC (GOJ ORGANIZATION PROMOTING EXPORTS), IS ENTHUSIASTIC ABOUT USGSP AND PROMISING SALES PROSPECTS THE SCHEME OFFERS FOR JAMAICAN PRODUCTS ON AMERICAN MARKET. JNEC CURRENTLY DISTRIBUTING MATERIALS EXPLAINING GSP TO LOCAL BUSINESS COMMUNITY.

2. WEBB-HARRIS PROPOSES TWO ADDITIONAL VEHICLES TO APPRISE JAMAICAN BUSINESSMEN FURTHER ABOUT GSP:

A) REF A, JNEC WOULD LIKE TO INCLUDE GSP BROCHURE GEARED TO EXPORTERS (PERHAPS AS OUTLINED IN PARA 1 REFTTEL) IN ITS MONTHLY NEWSLETTER MAILING WHICH REACHES APPROXIMATELY 2,500 COMPANIES. POST EXPECTS TO FORWARD COPY 10-12 PAGE BROCHURE TO JNEC WHICH COULD THEN RE-PRINT IT AT ITS OWN EXPENSE AND DISTRIBUTE IN NEWSLETTER MAILING.

B) IN ADDITION, JNEC INTERESTED CO-HOSTING GSP SEMINAR WITH EMBASSY IN 1976, PREFERABLY IN SECOND QUARTER. SEMINAR WOULD BE ATTENDED BY ABOUT 60-80 KEY JAMAICAN BUSINESSMEN. IN A ONE-HOUR PREPARED TALK FOLLOWED BY QUESTION/ANSWER PERIOD, A KNOWLEDGEABLE, POLICY LEVEL GSP SPECIALIST FROM WASH-
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INGTON COULD ADDRESS BUSINESSMEN ABOUT BACKGROUND

LEADING TO PASSAGE OF THE USGSP AND DESCRIBE OPERATIONAL IMPLEMENTATION OF GSP (PARTICULARLY KEY PROVISIONS RELATING TO EVENTUAL TRADE BETWEEN DEVELOPED AND DEVELOPING ECONOMIES). HE SHOULD BE PREPARED TO EXPLAIN WHY CERTAIN INDUSTRIES (RUM, CIGARS, TEXTILES, LEATHER PRODUCTS) IN THE U.S. CONTINUE TO BE PROTECTED. HE COULD PRESENT A LOOK AT FUTURE GSP INCLUDING DISCUSSING ADDITIONAL PRODUCT CATEGORIES WHICH MIGHT BE GIVEN DUTY FREE ACCESS TO AMERICAN MARKET.

THE U.S. GSP SPEAKER WOULD PRESENT HIS ADDRESS AS PART OF A ONE-DAY JNEC GENERAL SEMINAR ON GSP SCHEMES WHICH WOULD INCLUDE DISCUSSION, FOR EXAMPLE, OF EEC POLICIES. AFTER THE SEMINAR, THE U.S. SPECIALIST COULD REMAIN FOR TWO MORE DAYS TO CONSULT WITH JAMAICAN BUSINESSMEN INDIVIDUALLY. JNEC HAS OFFERED TO MAKE ITS OFFICES AVAILABLE IN NEW KINGSTON AREA FOR THESE MEETINGS.

POSSIBLE 1976 DATES FOR SEMINAR COULD BE: MAY 11-13; MAY 18-20; JUNE 1-3. JNEC WILL BEAR COST OF LUNCH AND RENTAL OF SEMINAR ROOM. USG WOULD PAY AIR FARE/TRANSPORT AND PER DIEM COST OF GSP SPECIALIST DURING HIS STAY.

3. POST WOULD APPRECIATE DEPARTMENT'S REACTION TO POSSIBILITIES OUTLINED PARA 2.
GERARD

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